

To Whom It May Concern At The FCC:

Mass media have an extremely important impact on today's political world. In this tight Presidential race of 2004, each televised debate causes polls to fluctuate up or down for either candidate based on quick responses to a few questions. Through these debates it is hoped the public will be more informed about which candidate to vote for.

Yet the debates are not the only way candidates can spread their message, as political advertisements and campaign speeches flood the airwaves each day. It is up to the media outlets to provide a non-partisan approach to the elections, but this is not the case in this election, especially with Sinclair Broadcasting. Their decision to force their stations to air an anti-Kerry documentary days before the election is a clear example of the dangers of media consolidation.

Who charges Sinclair for use of the airwaves? No one, because Sinclair is supposed to be obligated to serve the public interest. Yet when larger and larger companies control the media, a single decision by one corporation can greatly affect millions of viewers. Is this good for our democracy? I would rather have a million viewpoints from a million people than one viewpoint which controls a million people.

Media ownership rules need to be strengthened so corporations like Sinclair cannot get away with these overtly political actions. The license renewal process needs to be strengthened and be more than just a simple postcard return process. Large corporations cannot control the public's voice. Thank you for your time and consideration.